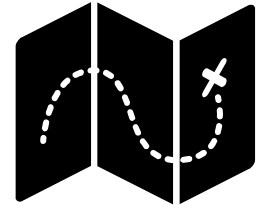


PM thinkTANK

# Today in PM Think Tank...



- 1. Snakes & Doves**
- 2. Data Report**
- 3. Define challenge**
- 4. Cocreation**
- 5. Action Plan**

**But  
first...**

# Hola!

**I am Álvaro Doladé.**

**I'm SDA.**

**You can find me at  
@edalod (FB/IG/TW)**



**I have had the huge  
privilege of working  
for big brands as an  
advertising creative.**



**But I experienced that many  
times we made campaigns  
about products or services  
that nobody cared about.**

**Brands > People**

**“Life's too short to  
build something  
nobody wants.”**

**Ash Maurya**



**So I left my job,  
God put me on my path a christian  
business partner from Denmark and  
the last 2 years I have been doing  
Human Centered Design.**

**Design Thinking, to be more  
specific.**



**Paradigm Shift:**

**From Making people want things**

**To Making things people want.**

**Want a secret?**

**Empathy is the key.**

**The same that Jesus had.**

**1**

**Snakes & Doves**

**Look, I am sending you out as  
sheep in the midst of wolves.  
Therefore be wise as serpents  
and harmless as doves.**

**Matthew 10:16 (MEV)**

2

Data Report

**3**

**Define Challenge**

# How might we make our churches more relevant?

You choose:

- 1) For young people from the church.
- 2) For young people outside the church.

**4**

**Co-creation**



**Go & text  
right now a  
young  
person from  
your local  
church:**



**Go & text  
right now a  
young  
person  
outside your  
local church:**



**5**

**Action Plan**

**Let's divide the  
hall in 8-12  
groups. Now!  
(5 minutes)**

**Identify your choice in  
your sheet:**

**Young people INSIDE**

**Young people OUTSIDE**

**(1 minute)**

**With the answers  
you have received,  
generate as much  
ideas as you can to  
meet the needs.  
(10 minutes)**

**Your group needs to  
vote the best 3 ideas  
(5 minutes)**

<b>Recyclable</b>	<b>Festival</b>	<b>Orphanage</b>	<b>Start-up</b>	<b>Prison</b>
<b>Fitness</b>	<b>Netflix</b>	<b>University</b>	<b>ADRA</b>	<b>Board game</b>

**Try to combine any of  
your 3 ideas with these  
new concepts, to get new  
and fresh ideas...  
(xx minutes)**

**Example:**

**Idea 1 + Prison = ?**

**Idea 1 + Start-up = ?**

**Idea 2 + Netflix = ?**

**Idea 3 + Summer = ?**

**Idea 1 + Idea 2 = ?**



**Vote the best  
idea with your  
group.  
(3 minutes)**

**Share the best idea  
(1 minute per group.  
Please one leader  
upfront now.)**

**Now you have at  
least 12 great ideas  
to implement  
within your local  
church!**

**A mandatorie: validate  
your ideas with you final  
users (young people).  
Listen first!**

## **What if we redesign our churches?**

- 1) JCD= Jesus Centered Design**
- 2) HCD= Human Centered Design**

# Thanks!



## Questions?

You can contact me here:

- **@edalod**
- **alvaro@flyingoctober.com**